

O P E

MAR 20 2008

## PART B - FEE(S) TRANSMITTAL

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24507 7590 02/15/2008

**MICHAEL BLAINE BROOKS, P.C.**  
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 I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

MARILYN POPOVIC	(Depositor's name)
<i>Marilyn Popovic</i>	(Signature)
MARCH 20, 2008	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10817593 04/01/2004 David A. Gerken GERKEN0401 3135

**TITLE OF INVENTION:** SYSTEM AND METHOD FOR SELECTIVELY ACQUIRING AND TARGETING ONLINE ADVERTISING BASED ON  
 USER IP ADDRESS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$720	\$0	\$0	\$720	05/15/2008

EXAMINER	ART UNIT	CLASS-SUBCLASS
ENG. DAVID Y	2155	709-219000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).	2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.	<b>MICHAEL BLAINE BROOKS, P.C.</b>
<input type="checkbox"/> Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.		<b>2 MICHAEL B. BROOKS</b>
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## 3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent):  Individual  Corporation or other private group entity  Government

## 4a. The following fee(s) are submitted:

Issue Fee \$720  
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## 5. Change in Entity Status (from status indicated above)

a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature MICHAEL B. BROOKS

Date MARCH 20, 2008

Typed or printed name MICHAEL B. BROOKS

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